Lee Milteer's Millionaire Smarts® Coaching Program
Get Out of Your Way and Prosper

Lee Milteer Interviews Dr. Gene Landrum

Transcript of Tele-Seminar

Welcome to this month's issue of the Millionaire Smarts® Coaching Program for Profit and Productivity with your coach Lee Milteer

Lee: Hello everybody! It is Lee Milteer. I am your coach, and I have with me today without doubt one of the most inspiring authors that I have ever interviewed, and it's someone I've interviewed many times, and his name is Dr. Gene Landrum. If you've been with me for a while, you know that I've interviewed him, and he is truly an inspiration in our world.

If you don't know him, I'm going to give you a little bit of a background. Dr. Gene Landrum is a high tech start-up executive turned educator and writer. He's a business man and he originated the Chuck E. Cheese concept of family entertainment along with many, many other entrepreneurial ventures. He had many years of interacting with creative and overachieving personalities, and he actually teaches the MBA program at Hodges University in Florida.

He has written, I believe 21 books now, and many of those that I've interviewed. So, welcome to our call, Gene Landrum.

Gene: Well, thank you very much, Lee. It's very nice of you. I'm happy to be here. It keeps me out of the sun and off the tennis courts and the golf course.

Lee: You're so prolific, 21 books, and the book I have in front of me which I just finished reading. Gene, when I read your books, I get so excited. I get so enthusiastic. *It's called Icons and Con Artists, Success comes in Cans and Failures comes in Can Nots.* Your subtitle is *Learn How to Get Out of Your Own Way*. So, what motivated you to write this book about people can and can not do?

Gene: Well, you'll find it interesting, Lee, and you know I'm kind of a gung-ho guy, and I'm not young anymore. It was a couple of – maybe four months ago. I was sitting here and looking out at a lake out in the back of my house here in Florida, and I said, "You know what? There's icons in the

world that changed the world, but there's a bunch of con artists that they think they can, and they can't.

I sat down – and this is a true story. I sat down. I said, "I'm going to jot this down." It was kind of a mind dump. I don't know if you do this. You're very prolific yourself, but I sat down and in two days, I wrote 120,000 words.

Lee: That's impressive.

Gene: I was just dumping all this stuff because as you know, I was in Silicon Valley for twenty years. I knew Steve Jobs. I hung with the guy who invented Pong and who started Atari. I hung with all these people. I had lunch once with Bill Hewlett of Hewlett Packard, and I hung with these people and I think we discussed this before, when talked, Lee.

I said, "These people are different, but they're all different in a very similar way." That's why they're changing the world. Most people don't get that because their parents say, "You can't be different. Stop doing that honey." Guess what? You've got to be different or you can't be creative. It's part of the gig.

In fact, one of my statements in the book, as you probably know, when too correct, we lose the ability to be creative. It's inhibition. Stop trying to be too correct. It's okay. Get off that road. Go down a different road.

Lee: That's one of the things I find very exciting about your books, Gene is that you do stress to entrepreneurs specifically. It's like, "You must really break the mold. You must be creative. You must get out of that fearful mindset of the past." In your introduction, literally on page ten in the book, you had, "Success and failure are self-fulfilling prophecies." Then, you had a quote from Ralph Waldo Emerson, "Do not go where the path may lead. Go instead where there is no path, and leave a trail."

Gene: That is so profound and you are right. What I was really trying to say, Lee is that – and you've heard me say this in the past because I've kept experts, and in fact, I think we've talked about this before. My mother once told me when I started Chuck E. Cheese, "Honey, when are you going to get a real job?" So, people like that, I have this thing in my book, "An expert is such a psychological investment in what is, they're unable to see what might be." So, start getting out of there, and you're very good at that.

Lee: You also wrote that the brain has been pre-wired from early in life to keep us safe, but safe is seldom connected with success.

Gene: You've got to be able to push the window. I used to talk about it all the time. You should be right on the very edge, just don't fall over. So, you've got to be out there, and if you watch the big golf tournaments and I know you know a lot about that, or I play a lot of very competitive tennis. I've won 100 tennis tournaments and you know what? I do things – a guy walked up to one day, he came up to the net and said, "You know what? You're really strange. I have no idea what you're going to do." I looked at him and I smiled and said, "You know why? Me neither."

Lee: I really like that Gene because you and I – I know you just spoke at the Think and Grow Rich Foundation, but you and I both speak, and when people always say to me, "Do you know what you're talking about?" I have an outline, but I honestly do not know what I'm going to say because I trust this natural process that the right thing for the existing audience and what they need will come out.

Gene: Right, but the only reason, I've got to tell you because you're so well read. You have read a ton, and I think I've told you this before, but I'm an only child. I grew up in a Catholic military academy, and I read books and books and books. I read every book on what Tom Swift was. I think there was 50 books. I read fifty books.

Then, I read all the stuff about the Wizard of Oz and all this stuff, and people – I think I may have mentioned this once before, I was once in a university graduate MBA program. I said, "esoteric," and so I put that up, "esoteric," and I just know it. The professor said, "Well, how did you know that?" I said, "I don't know, but I read so much I know I a whole bunch of stuff that I don't even know why I know it."

Lee: One of the things that got me so excited is you talked about in your book, brain data, and it was connected to intuition, and I have not seen that kind of knowledge written very often before where people are actually connecting the fact that we've gathered a lot of data by reading so much that it has made us so much more intuitively powerful.

Gene: That's exactly right.

Lee: So, talk about that because one of the things I want our listeners to really understand today that your intuition is truly the big secret of success. So, let's talk about that first.

Gene: Okay. I don't know if your listeners know this or not, you probably have a lot of psychological kind of types listening, but in any case, what happens is when we look at a picture, a newspaper or magazine or book and we see a picture, that goes into the right side of our brain. The right side of our brain is the Gestalt. It's the global. It's the big thing, and so pictures go there. They automatically go there.

Then, when we say words to define that picture, they're on the left side of our brains. I've happened to have done a little bit of work in this arena, and studied it pretty extensively because I was trying to figure out me, and I didn't know why I was so different. The reason is I happen to be – I've done many, many tests on the brain. My brain, I am very, very right brain oriented, big picture oriented.

So, when I see something, even hitting a tennis ball or golf ball, I see the big picture and it drops into the right side of my brain, and then when I want to deal with what I'm seeing, I have this strange ability to flip flop over to the left side of my brain. Are you aware that – I forget the number - 88-92 percent of the world are left-brain dominant?

You've seen it. Our politicians drive me crazy – doo, doo, doo, "We've always done it this way. We'll always do it that way." They are the doo, doo, doo, that's a very left brain dominant thing because that's the way the preponderance of people are and think and it's very safe. You're not pushing the window, if you will.

So, it's that left brain thing, but then the real nice ability, if you can kind of learn how to also deal with the right, and then learn how to deal with the flip-flopping between, and most people can't do that. They just can't. It's really strange. I had an ex-wife by the way that has three million dollars of my money.

Lee: I laugh now because I know it's been painful.

Gene: Exactly because she had been my secretary. She was much younger and very attractive, and I married her without thinking. I knew afterwards I made a horrible mistake because she was the type of person, Lee that she wanted to eat every night at 5:30 in the same place in the same way, the same stuff. It's ritualistic, and that was her thing.

There's nothing wrong with that. She was a very nice woman. That's fine, but that's not me. I don't want to be in the same damn city. I don't want to

be in the same country. Some people are just different, and so you should be marrying and being with people or have a mate that digs the world the same way you do, in my opinion.

Lee: I understand. You have a quote from the hockey star Wayne Gretzky, and he said, "I never skate to where the puck is. I skate to where it's going to be." Now, I love that.

Gene: I've got to tell you. It's analogous to how we should run our life and start businesses and run them, and the reason I love it – let me tell you the story. I've done a lot of work. I have Wayne in two of my books. Gretzky is, I think he was six foot tall. Everybody on the bench, everywhere he ever played was bigger, faster, stronger, and had all of those things that we think would define one of the world's great athletes.

Well, I don't know if you're aware of it, Wayne, I think by the age of 21 or 22 broke every scoring record in the history of the NHL. He broke everything, and then they took him in and tried to test him and tried to find out why, and obviously, it wasn't his size. It wasn't his speed. It wasn't his anything, but he had this – the quote you just made. He was not where he was. He was ahead of the game.

The great chess players of the world, I think you know this Lee, are always what? Two or three steps ahead of where the other people are, and if you're doing hockey, you have to be doing the same thing. If you're playing basketball, you have to be doing the same thing, and if you're running a business, you should be ahead of the game. So, that quote that you just made, that was very profound that you found it. It's right on the money.

Lee: Well, because as entrepreneurs, that's so important for us to be always scanning the landscape of our reality, looking for the next trend, knowing when to take action on that, and to know if the trend has already passed.

Gene: Exactly, and in the book, in my table 18, I start and I talk about that. Think long term. Think way out there. You've got to be able to do that, and a lot of people can't do that. They get lost in where they are. You shouldn't do that. That's my whole Icon's book is kind of that whole ilk of becoming a – it's a scientist or whatever you want to be, but it's also true and I think I told you, I've won many, many tennis tournaments. People don't get what I'm going to do because I have this ability, and I am a little bit strange this way. I don't know about you, but I happen to be ambidextrous. I can hit

right-handed, and I also can hit left-handed. The ball goes on the other side, and the guy looks at me and says, "What are you doing, dude?"

Lee: That would make playing tennis with you very difficult because there's no way to predict what you're going to do.

Gene: Exactly, and that's what I've been told, and even though I'm not young anymore and I can play with a lot of younger people, I have that ability to – the old story is – be what you're not. Be what you are and do it well, but if you can also be what you're not and do that kind of good, you're going to be a strange, strange animal.

Lee: That's what we love about you, Gene. The last interview, you gave me a little piece of advice about something that you did that I actually used in my last book which is called Reclaim the Magic, and that was write the last chapter first. That was the most brilliant thing for me, Gene, honest because you've written 21 books, and I haven't written 21 books, but at some point in my life, I hope to be able to say I've done that. I know that you talk a lot about in your book, envisioning what you want. Start with the end in mind. So, talk about that. That's very important.

Gene: It's start with the answer. You know what I tell people is I'm teaching graduate school and I look at them because they have to write me a term paper. I look right at them, Lee, and I say the term paper, "Where are you going to start?" "Well, I've got to know what I'm going to do. I'm trying to get this thing started." I say, "You start with the end."

You sit down, and write the last paragraph or the last sentence which you are going to write, which is the conclusion of what you're writing. Now, sit down, and go back to the beginning, and guess what? You know where you're going. If you hadn't done that, you wouldn't know where you're going.

Now, and here's what's really strange about this, and I've had students come up and tell me, and it's absolutely true and I've done that, on the way back to the answer, you modify the answer. You tweak it. You fix it because it wasn't quite exactly the way the whole thing turned out, but you can't do that unless you put it down.

So, write the answer so you know where you're going, and then go back to the beginning. Now, you have a path down the road that you know where you're going. Then, what it lets me do, then I sit down and take

each chapter, and I make a chapter something on the way back to that conclusion if you will or that answer where I'm going.

Usually, what I do is then I put a person – as you know in this new book, I've got Thomas Edison. I've got not only Edison, I've got Virgin's Richard Branson. I got Michael Dell. I got Wayne Gretzky. I got JFK.

Lee: You actually talk about this in chapter four about being passionate. So, I'm one of those people who actually reads every word of your books before I interview you. I will tell everybody that in the book of Dr. Gene's book, there are some real important reasons you should invest in this book, but he has these assessment tests about your charisma. He has a test on, "Are you suited to play the con games?" The one that I really love the most was the intuition self-assessment which is actually on page 146, and if you invest in this book, just taking these assessment tests would be worth it for you because just knowing where you are in these fields would help you and encourage you to do more of that.

One of the things you talked about in the book about starting from the end, you quoted that the great writers like the British author J.K. Rowlings, when you wrote Harry Potter books, she admitted that she had written the very last paragraph of her last book when she was writing the second book of Harry Potter.

Gene: Isn't that amazing? I've been saying that for many years that's what she should do. Rowlings who has made a billion dollars, she's got more money than the queen of England. She doesn't have education, hardly any, and nothing like I have. I'm supposed to be smart, I guess because I have all these PhD things, but in any case, it's just amazing. She said in her second book, she wrote the last paragraph of the last book she would ever write, and now she knows where she's going. Wow, is that profound or what?

Lee: I wish people will take this very literally, and start when you're writing your goals for your business this year and every year, really think about, "Where is it that I want to go? What is that look like? What does it feel like?" As Dr. Gene says, literally if you can get that picture that motivates you and drives you.

Speaking of motivation, you do talk about that a great deal in the book, and you have some distinctions that I want you to talk about, about motivation for us.

Gene: One of them is what you were just talking about at the end is when you are teaching students who are 20 years old – 21, 22, 25 – and I look right at them, and I tell them and force them to do it. I said, "Tell me something," because they don't do this. "When you're fifty years old, what are you going to be? Where are you going to be? What are you going to be doing?"

Write down what you're going to be at fifty years old, because right now you're twenty. You have thirty years to get there, and write that down. They look at me like I'm some kind of crazy wizard or something.

Lee: And, you are! We like that. That's why I'm interviewing you. The crazy wizard, I like that.

Gene: Any case, we need to do that is put down what you're going to be doing and where you're going to be. Some people drive me crazy. I think you've traveled quite a bit, but my wife and I have gone around the world and we travel extensively.

Lee: This is the new wife.

Gene: Yes, my new wife. The other one didn't want to go anywhere. And, I'll tell you a quick story because this past May I was over in – and actually Queen Elizabeth and Obama came the day before we did. We were at Omaha Beach where the GIs landed in World War II, and I wanted to go there because my dad had been in that configuration of World War II, so he had been there.

I go over there, and your listeners, if you want to go someplace, you want to go to Europe somewhere, you can go to the big city, you can go to London, you can go to Paris, but I'm telling you take a couple of days, go over where the GIs landed in World War II, and I'm telling you Lee talk about getting the shivers and whatever.

I go out there and I was just fortunate that we hired a cabbie guy, and there was another young couple in there, and the other young couple, the guy had just got his Master's degree from Harvard and his grandfather had died on Omaha Beach, and he did his Master's thesis on that.

We drive out there, Lee, and look there and there's – I don't know if you've ever seen pictures, or if you've ever been there, but there's this big – and you can walk way out on the water and the big sandy beach, and then there's a precipice. This huge precipice, and up this precipice are machine guns that are sitting there, machine guns and cannons, and the

Germans, the Nazis had sat there and mowed down 9400 GIs, American kids had come over and they had landed, and 9400, and every grave, is sitting there. I'm telling you, it's on American grass, and every cross is aimed at America. I almost fainted. I got goose bumps.

It's sitting there, so if you ever want to see something that's monumental when you go to Europe, go over there. Go to Omaha Beach. It's unbelievable.

Lee: That's a good recommendation. When we're talking about motivation, you talk about it's important instead of pushing yourself that you feel pulled. Explain that.

Gene: Well, you're being pulled by something that's an inner driving force that's making you do that. I was being pulled when I did Chuck E. Cheese, and a lot of people don't know that, but in any case, when I was doing that, the idea was I was working for Atari, a games company.

I don't know if you're aware of this or your people know this, every city in the United States, every city has got an ordinance. They were passed in the 1930s, 1940s and 50s, that you could have two coin operated systems – two. Every city in the United States could have two. What are those? One was a cigarette machine. The other one was a pinball machine. Guess what? Cigarette machines weren't good and pinball machines were hangouts back then for gun malls, the druggies, the bad people.

So, every city passed an ordinance that you could only have two. So, what did I do? I said, "Well, we're in the games business. We want to open a place and put hundreds of games." It hit me. I said, "Disney." It's a true story. I go to Disney. I stay there for a week. I watch the Bear Country Jamboree. I watch all the animation, and I see all the games and everything, and they had hundreds of games.

I walked out of there, and what you just asked me about motivation and inner drive and the force that makes you make decisions, it hit me like a bombshell. I said, "I know. I've got to build a mini-Disney, and let me put a bunch of games in. How do I do that?"

I just told myself a mini-Disney, and guess what? What was Disney? Mickey Mouse, and you want to know why we came up with Chuck E. Cheese – Mickey Mouse. That was after two glasses of wine, but I came up with the Chuck E Cheese, and I said, "I will make a mini-Disneyland, and nobody, no city," and I had to go through about three or four cities and

then they gave me the right, and then after that, they all said, "Oh, this is a kiddie thing. You can do that. Put as many games as you want in it." So, I got passed all the laws. So, there's always laws and regulations saying you can't do things. Well, if you understand the laws and then get around them, then you can go do things. So, go do that, okay?

Lee: You also did something else very brilliant there. You substituted quarters for tokens. Explain that because when I read that in the book, I was very – that struck me of how brilliant that was.

Gene: Let me tell you the brilliance, where it came from. Back then I was a high flyer. I was doing really well in Silicon Valley. I was one of the big players. I was running around the world, and I spent a lot of time in Las Vegas and some of the places. I'd fly into Vegas at least three times a year. It hit me. I'm going to Vegas, and I'm from the old school. I'm kind of like you.

I grew up with nothing. I was a river boy, and I think you were a farm girl. We grew up without a lot of big bucks. So, we tend to be pretty conservative. I was that way, and with quarters if I were using quarters, I thought I'd have some fun but I'd get a few bucks worth of quarters and then that's it.

Then, it hit me. When I was in Vegas, you know what? I had chips. I had the chips in Las Vegas and I was throwing the five dollar chips around, hundreds and hundreds of dollars in chips that I would never have done with real money. I said, "This is funny money." So, when I started Chuck E. Cheese, I said, "I'm going to do the same thing. I'm going to make funny money."

Let me tell you how effective this really was intellectually. I didn't realize how it was. Are you aware that we did $5000 a week in a game room in Chuck E Cheese? Fifteen percent of the tokens that kids would buy disappeared. They took them home. They lost them. They used them as souvenirs. Fifteen percent! We're talking about lots of money.

Lee: That's a lot of money.

Gene: It was funny money. I said it's funny money. I learned that. So, tokens were really important. So, I used tokens. I don't know if you know what I did. Every city where I opened a Chuck E Cheese, I put the name of the city on the tokens, and I put the date, the year I did it. The first one was San Jose, 1977. The second was Sacramento, I believe, 1978, and guess what? They became a collector's item. They were collectors.

Lee: This is why we love to talk to you because it's so much fun. I know we have a limited time so I'm just going to be hammering you with questions. In chapter five, I really like this because I happen to be in negotiation right now, and it says, "Be willing to walk," and you really basically talk about important it is to have this different mindset about things." So, let's just talk about that.

Gene: You have to. If you're not willing to walk, you get locked in, and you will stay there. I have all kinds of data on this because I taught in graduate school. I'd look at the timeline of staying in your job and staying in your business, and it's unbelievable Lee, the number of people that are there and they've been there for eight years and they want to get a ten year retirement or they want to get their fifteen or their twenty, whatever it is.

They'll stay there and stop letting all the problems affect them. They either start drinking heavily or they just show up and sit there and don't do much. I don't know if you've been any big companies. You'll see people just sitting there, and they sat there shuffling papers. They stopped pushing the window. They stopped saying, "No, this is not the right way," because they don't want to jeopardize their job.

So, they consequently sit there and just keep doing the same stuff even though they hate it and it's not right, and it's not good for them, and they stay there, and they do it. A lot of them crawl into a bottle and they're miserable. They go home and scream at their mate, and whatever. That's exactly what happens, and that's why I put that in that chapter. Be willing to walk.

Walk out. Life is short, and I tell people this all the time, Lee. When you're sixty years old, do you want to be doing this? If the answer is no, leave, walk. Get out of there.

Lee: Let's go a little bit deeper because I totally understand this, but let's go a little bit deeper in the sense of why they're so programmed to put up with such pain.

Gene: Well, people are that way, and because of mates, siblings or especially parents, and parents that say, "Honey, I stayed there for twenty years, and I hated it, but that's okay, but you've got to do that honey. You've got to stay there," because they want to keep you safe. They want to keep you out of trouble, and they don't want you to say you can't pay the mortgage or whatever because if you walk, then how are you going to pay the

mortgage? Well, I always did that. I did it in the past. I know how to do it, but I'm pretty positive ego guy as you probably know. I'm a pretty gutsy dude, and I always was willing to do that, and said, "I'm going, bye."

I'm telling you that I had some data on that. It's like ninety percent of the people in the world are willing to do that, Lee. They won't go. They just won't go. So, they stay in a miserable situation, and they either smoke a lot or drink a lot or either get with an affair or do something else to try to give them some reason to at least cope with life because they're in a miserable situation.

Lee: I'm quoting you here. You say, "The brain is a creative machine. You just need to know how you manipulate you software to make it work for you." You also quoted one of my favorite people, psychiatrist John Diamond. It says, "Life energy is high when both hemispheres are active and balanced." So, I would say that most people aren't doing what they want in life because they actually can't picture themselves being successful. They haven't trained your brain.

Your books are very, very much about being different, being better, being an optimistic person, being fast, chasing your bliss, be an innovator, be an icon. You're all about getting people to understand their confidence.

By the way, I have a quote for you I think you'll really like. It was by Jay Leno the comedian. He said, "Ambition beats genius 99 percent of the time."

Gene: Touché, and you know in the back of this book, I don't know if you saw back there, it says, "If you want to enjoy life's rainbows, learn to endure the rain." Then, I say right after that, "Most people worship at the altar of surety, the cost is opportunity." So, we need to get ourselves program, and I do like quotes to be self-motivating, and that's really important. A lot of people get so locked in, they've been so programmed because my teacher told me I should never do this.

I have this theory. Respect your parents. Respect your teachers, but they've got to live their life the way they wanted to. You have the right to live life the way you want to. So, respect them, but you don't got to listen to them. They got to do it their way, so do you.

Lee: I think you talk in your book about this. You call it mind viruses.

Gene: Exactly. We do. We have mind viruses. We have viruses of the mind just like we do when we catch a flu or catch a cold, and we have mind viruses that are in there and they're in our heads and they've been put there many years ago, and one of the examples I use on this Lee is when we were three or four years old, we have a mom who is trying to protect us. She looks at us, and she says, "Honey, never, ever, ever, ever speak to a stranger."

They're trying to keep us safe because there's some bad stuff out there on the street these days, and we all know that, but guess what? If you're going to move forward in life, you better be speaking to strangers.

I'll never forget it. My mother is the one to kind of taught me how – I was in the Chinese district of San Francisco with her. We're talking about fifty years ago now. I was pretty young and she had come out to visit me. She's over there talking to some Chinese guy. I said, "Mom, where did you find him?" "I didn't find him. I've never met a stranger, honey." I almost fainted.

Lee: A little double standard there.

Gene: Yeah, right.

Lee: There's so many parts to your book. I really can't tell people enough that they should be going to your website and buying your books, which we'll talk about, but one of the chapters I really loved was Chapter nine, "Icons have fantasy mindsets." Then, you quoted Thomas Edison where you said, "The gift of fantasy has meant more to me than any talent for absorbing positive knowledge," Thomas Edison.

Gene: Edison, and I use him because that is so right. Are you aware that he went to school what three months or something, and he did a few little things like the lightbulb? He did a few things that were just unbelievable, and so he was a really fantasy kind of guy. I'll never forget. I think he was fifty years old, and he ran off to Europe and started doing stuff over there and just because that was a fantasy to him.

He lived this non-real life if you will, and he did some unbelievable things, not just the lightbulb. The guy was just – well Edison electric, and the whole east coast of the United States, the accountant types wouldn't do it. He said, "Okay, I'll put up the money. Let's light up the city of New York," and he built the power stations. Unbelievable! This guy with three months education and the Harvard guys were saying, "No, no, no, no." I

shouldn't be saying that. I spoke at Harvard. I didn't tell you this, three months ago, I was up at Harvard. They called me and said, "You were amazing. Would you come up here and speak to our people."

Lee: Yes, can you please get them out of their mindsets of we can't do it?

Gene: Exactly, you're absolutely right on.

Lee: In your book, you talked about that Edison ignored advice and constantly had fifteen to twenty projects in development at the same time, and was very, very unhappy when he didn't have that many projects going at the same time.

Gene: He did and that was his fantasy thing. He always had these things where he was going, and how can you – you can't do all those things? But, you need to have them. Your listeners, Lee, you need to have two or three or four things, and your mates will get on you. My wife is always telling me, "Gene what are you doing? You've got three things you're trying to do. You can't do that." I said, "Well, I am. Watch me." She's told me, "You're speaking in San Diego, and then you're going over to Houston, and then you're going…" Did I tell you the Houston story?

Lee: No, not yet.

Gene: Okay, I was in San Diego making this speech, and a whole bunch of people came up and said, "You are unbelievable. Can I have my picture taken with you?" So, I had my picture taken with all these people, and then I left there and I went up to Lake Tahoe where I own a place, and I got a call. They said, "Do you remember you had a picture taken with me?" His name was love and I said, "Vaguely," which I really didn't.

He said, "Well, you blew me away, man, and I'm the head of this thing in Houston, Texas. We're going to have 200 people meet, and I've got to have you speak. What do you want?" I said, "Send me a check." He sent me $2500, and he gave me a ticket, and he flies me into Houston. Guess what, Lee? I've spoken all over the world, by the way. I've spoke at the US Capital. I've spoken to all kinds of people like you have as well.

I said, "Well, Mr. Love, what do you want me to tell them?" He said, "Your new book on icons. You blew me away. Tell them how to become an icon." I'm standing up, and like you, I get gung-ho. I look at an audience, and I can tell. They're shaking their head. They're smiling. They

give me a thumbs up out there because when I say something profound or whatever. I can tell that they're getting me.

Well, guess what, Lee? I've got 200 people there, and I've got no response. I got nothing. Nobody is shaking their head. I thought, "I've never done this before. They're not getting me. What am I doing? This is going to be horrible." I'm thinking to myself. So, I get even more animated, and I'm going on and on, and I finish, and then the people start coming up. I had forty women come up and run over to me, throw the arms around me, "Let me hug you. You are the master." And "Can I have my picture taken with you and my husband?" I had thirty to forty pictures taken, and I had no response in the audience, Lee, but afterwards, they're coming up telling me I changed their life. I almost fainted. It was unbelievable.

Lee: Sometimes when we get really fabulous information, again we're such in an intake mode that we're processing and digesting that we don't show emotion, but we only have a couple minutes left with you and I did want to talk about the attitudinal power, which of course, bounces off what you just talked about. Talk about how important it is that we have a really positive attitude every day.

Gene: It is so important and I want to tell you, I think you know this Lee very well because you write very extensively and very profoundly in this arena, but you know what? You've seen it in my books. If you frown and we've all known people like this who drink a lot and they're depressed with their life and whatever, and they drink heavily which is a depressant. So, consequently, are they ill a lot? All the time, it makes you ill, and it will make you sick. I don't have to go into the psychology of this, but the neurotransmitters will take a smile and go positive and make you healthier.

If you frown, it's a neurotransmitter going into your immune system and making you potential for sick, for getting ill. You catch colds more, and just so you know, I have a wife who is a younger gal, but she is one of those people that she smiles all the time. You never see her frown, and you know, Lee? She went twelve straight years, she never had a cold. She never caught a cold. I'm saying, "What's going on? How do you do this?" Well, I think it's part of this whole make-up that if you don't frown, you're not turning off your neurotransmitters and letting the cold viruses and stuff get in there. She never catches a cold. It drives me crazy.

Lee: Well, listen, I'm sure it's a good thing, and as you've been talking, I've been smiling because it reminded me in your book about how important

that was to smile a lot and the signals that you're giving to your brain, and you're right. Our world is so fraught with 19,000 negative things per day, looking for the good. Well, speaking of the good, I really want to introduce everybody to Dr. Gene's website which is simple GeneLandrum.com.

Gene: The best way to get to me, right now my whole computer system is down here, but if they want a book, I will give them a discount on the thing and send them an extra book, whatever they want. I'll sign it. It's GeneLandrum@Earthlink.net. That's my email.

Lee: Yes, and we will publicize that, and also to reward everybody, we're going to be taking some small excerpts from *Icons and Con Artists book Success comes in Cans, and Failures comes in Can Nots*. So, we will have all this contact information about Dr. Gene. Thank you so much. We hope you have a fun time in Paris.

Gene: Thank you so much. It's been a pleasure again, Lee. Keep up the good work.

Lee: Thank you very much. We always love having you. You're very exciting, and your stories are always extremely entertaining, and I'm leaving this call with a smile, and your homework everybody is to smile more and so you'll feel better and when you feel better, you'll be more creative. When you're more creative, you'll make more money.

Gene: You've got it. You said the whole book in a nutshell. Thanks Lee!

Lee: Bye everybody!